



## UNDP Romania Launches “Beautiful Romania” Project

### Beautiful Romania – Capacity building & job creation in heritage protection

UNDP Resident Representative, Ms. Soknan Han Jung, and Minister of Culture and Religious Affairs, Mr. Razvan Theodorescu, jointly launched the “Beautiful Romania” project at the Romanian National Art Museum on 12 May 2003.

This flagship project aims at socially integrating disadvantaged youth and creating jobs through the revitalisation of urban historic centers of ten Romanian cities during the period 2003-2005: Alba-Iulia, Brasov, Braila, Medias, Iasi, Sighisoara, Constanta, Sibiu, Focsani, and Targoviste. The project will be implemented in close cooperation with the municipalities, the Ministry of Labour and Social Solidarity (National Agency for Employment), the Ministry of Public Works, Transport and Housing, and the Ministry of Development and Prognosis.

As a result of an earlier pilot project, “Beautiful Bucharest”, the Romanian Government recognised the importance of urban heritage by designating the historic centre of Bucharest as an area of national interest. Ms. Soknan Han Jung said “the project enabled almost a hundred teenagers coming out of institutions to benefit from vocational skills training, counselling, temporary housing, and an income, to prepare themselves for a responsible, independent adult life.”

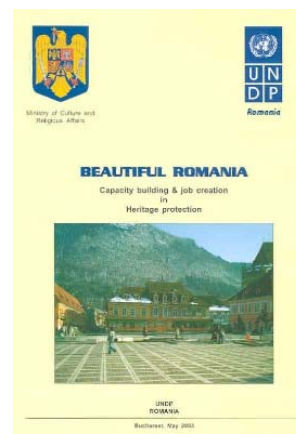
Minister Theodorescu stressed the need for a strong commitment by all participants in the project. He stated that Beautiful Romania will result not only in renewing historic monuments, but will be an important contribution to improving Romania’s image.

The development of each municipality’s unique urban heritage was highlighted in a project presentation given by Florin Banateanu, Head of Socio-Economic Section, UNDP, and Ms. Irina Arabagiu, General Director, Ministry of Culture and Religious Affairs.

The event ended with the official signing of the documents between UNDP, the Ministry of Culture and Religious Affairs, and four of the 10 cities that are included in the first phase of the project. Cost Sharing Agreements of USD 685,000 were signed with the Ministry of Culture and Religious Affairs and four of the 10 cities that are included in the first phase of the project (Alba-Iulia, Brasov, Braila, Medias).

The project brochure was also launched and offered to all 170 participants: representatives of Ministries, diplomatic corps, municipalities and members of the press. The launch was extensively covered by national television, radio and newspapers (including one live TV interview).

For further info, please contact UNDP Romania: [florin.banateanu@undp.org](mailto:florin.banateanu@undp.org)



From left to right: Florin Banateanu (Head of Socio-Economic Section, UNDP), Teodor Plopeanu (Mayor of Medias), Soknan Han Jung (UNDP Resident Representative and UN Resident Coordinator), Razvan Theodorescu (Minister of Culture and Religious Affairs) and Ileana Tureanu (State Secretary, Ministry of Public Works, Transport and Housing)